

# Prospects and Challenges of the Animation Industry in Bangladesh

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## **ABSTRACT**

*Many developing countries are successfully developing their animation industries which are already contributed to their economic growth. It is noted that these countries have the potentials to become hubs for working international quality animation products due to low labor cost. For the purpose of reviewing the prospects of these industries, in Bangladesh, the researchers visited some selected animation studios in the capital city. Data was collected from 16 animation and multimedia studios using direct interviews, telephone conversations, and website visits etc. The main purpose of this study is to find out the prospects and challenges of animation industries in Bangladesh.*

## **KEYWORDS**

*Animation, Advertisement, Bangladesh, Film industries, Marketing*

## **1. INTRODUCTION**

To animate means to give life a still objects [1]. It can create images that seem real to viewers. Many 3D movies are very believable and are commonly used as visual effects for recent movies [2]. The production of animation is an important part of the creative economy. There are many sectors of the creative like in including TV, film, advertising, new media, and computer and video games [3]. It also provides entertainment including animated feature films, television series, and live entertainment for audiences around the world. A transformation is involved for animating an object that will be moving. The human eye retains an image for 0.1 seconds. So when more than 10 frames per second of an animated film run through a projector, the flow of motion on the screen looks seamless. Normally animation shot on film and projector is played at 24 frames per second [4]. Technology is becoming more powerful and user-friendly. Animators seem to be highly satisfied in their jobs. Animator is one of the most creatively fulfilling jobs. Animation involves teamwork, creativity and innovative problem solving as a career. Cinema is the greatest media which can easily portray a country, its population, ideas, philosophy and cultures. In this modern era one does not need to watch cinema in cinema hall as it can also be very much available at home. But still a huge population goes to cinema halls. Cinema is like a window of a society. A country and its customs, society, people are mostly reflected through a cinema. So we can also say it is a mouthpiece of a society. This is the strongest media which can portray the pros and cons of a society [5]. The long cherished demand of film artists has been fulfilled through government's recognition of film and

film related activities as an industry. Bangladesh has also issued a guideline on allowing government grants for making short films, 2011[6].

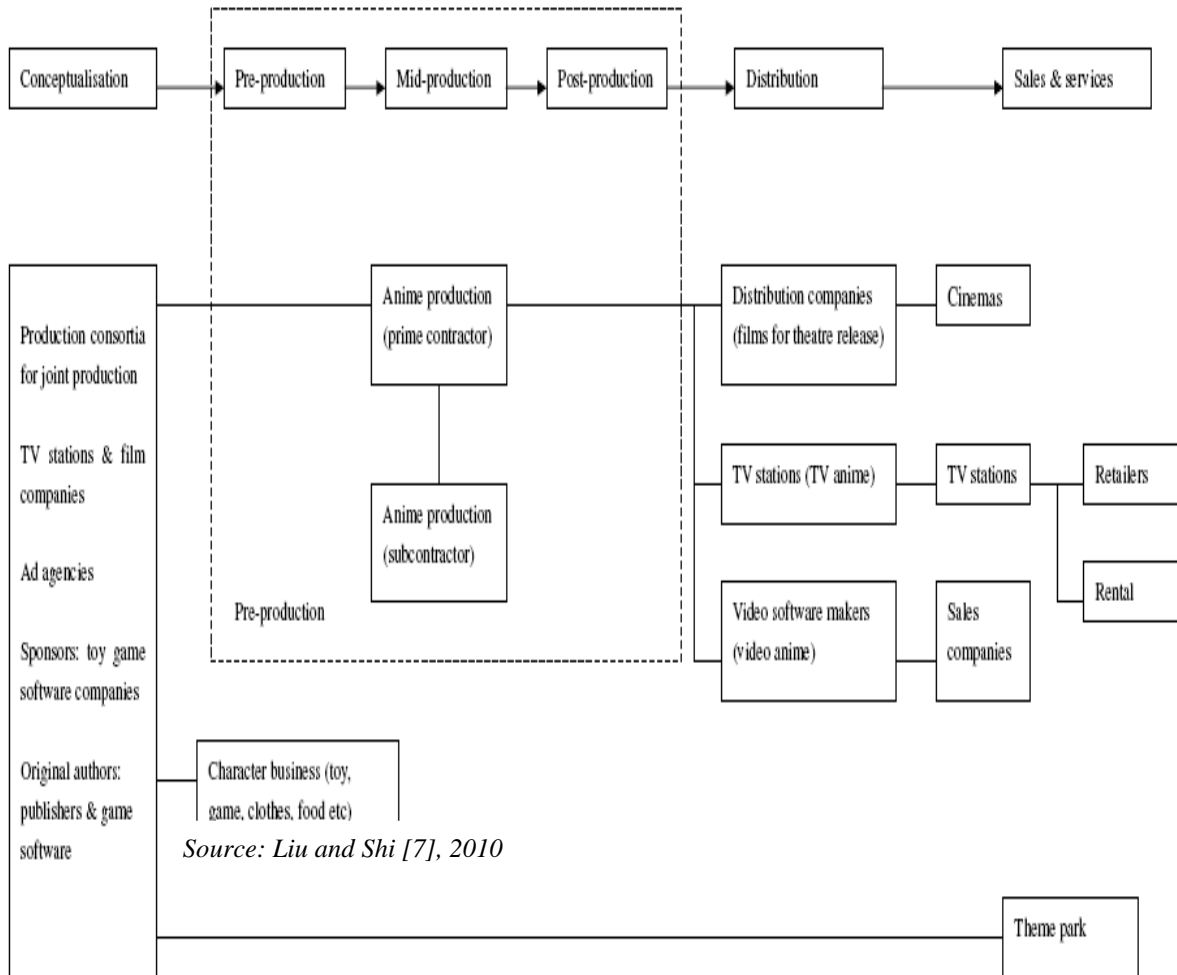


Figure 1: Block diagram of production process of an animation industry

### 1.1. Global Trends in Animation Market

Bangladeshi’s population is 161 million (July 2012 e at. [www.indexmundi.com/bangladesh](http://www.indexmundi.com/bangladesh)). There are lots of possibilities to create skill people; animation is one of potential area in Bangladesh. Evidently, from 1998 to date, 100 Bangladeshi people started working with animation; with a remarkable growth rate of 85%. As animators in outsourced countries such as Bangladesh, India develop their skills, they could potentially take over more of the work traditionally done in the USA or Europe. With US as one of the most significant market in the world as shown in figure 2. All these trends bring pressure on animators to continue to evolve as artists and stay current with new technology. The skill level in the industry is improving and the competition is intensifying [9].

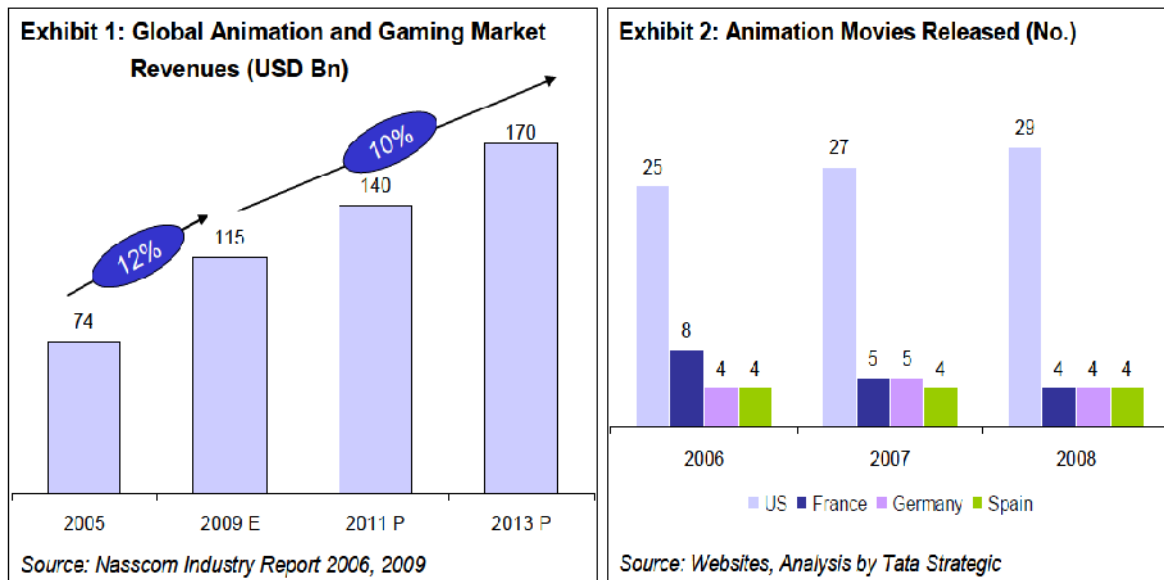


Figure 2: Global animation and gaming market revenues (Exhibit 1) and Animation movies released in numbers (Exhibit 2) [8]

## 1.2. Market Overview in Bangladesh

Bangladesh has the highest population density of any country, except city-states such as Singapore. This country has experienced fairly robust economic growth during the last decade, which saw the restoration of a democratically elected government and a steady, albeit slow, liberalization of the economy [10]. Real GDP growth for the year 2005 is provisionally reported as 5.38%. Inflation rates have continued to rise, averaging 7.97% FY2013 (Source: Bangladesh Bureau of Statistics, 2013).

## 1.3. Copyright Law in Bangladesh

International Intellectual Property Alliance (IIPA) requests the government of Bangladesh take the following actions [11]:

- Establish an anti-piracy force
- Establish a cell to intercept imports and exports.
- Inspect all optical disc plants, collecting exemplars and closing down plants engaged in piracy, seizing pirate discs and materials, and prosecuting owners and managers of pirate plants.
- Pass and implement an effective optical disc regulation including licensing requirements

There are a number of reasons for growing animation firm as well as multimedia institutions. First, the industry has a high economic importance in the global economy. Second, the availability of rich data makes the industry particularly appealing from a research perspective [12]. Economically, developing countries recognize the opportunities brought about by the globalization of the film business and strive to benefit from it [13]. China had put into effect many policies in promoting its native animation industry [14]. Tschang and Goldstein [15] present a framework for explaining production patterns in creative industries. The animation industry in China has grown rapidly [16].

Michael [17] worked on force character design from life drawing. Drawn animation method as well as 2D animation techniques described briefly in all steps [18]. Thomas and Johnston [19] worked on character animation in life and principles of animation. Access Economics has estimated the economic contribution of the film and television industry to the Australian economy [20].

## 2. RESEARCH METHODOLOGY

We collect information from 16 animation as well as multimedia industries from Bangladesh using different Methods: physical interviews, telephone communications and website visits. The information was like name of the industries, year of establishment, number of employees, activities, revenue per calendar year, challenges, procedure for overcome problem, future prospects locally and globally. The duration of information collection was April 2013 to June 2013. Table 1 describes the data collection methodology from different animation industries in Bangladesh.

Table 1 Data collection methods

Name of the Institute/ Studio/ Industry/University	Direct	Telephone	Data from
AAVA 3D	X		
Animedia Arts			X
Daffodil International Professional Training Institute	X		
Dot 3 Production (Pvt) Limited	X		
Dreamer Donkey	X		
Latitude-23		X	
Kento Studios LTD			X
Nayantara Communications			X
National Institute of Mass Communication			X
Ogniroth Studio	X		
Roopokar Creative Studio		X	
RTC Hubs Privet Ltd		X	
Sketch Studio Limited			X
Studios Click house		X	
SW Multimedia Ltd			X
Toon Bangla		X	

Working environment is one of the factors to produce high quality outcome. Figure 3 shows the working environment of one of Dot 3 Production Private Limited.



Figure 3: working place in Dot 3 Production Private Limited (Image taken June 3, 2013)

### 3. OUTCOME RESULTS

Table 2 Summary of selected animation industries

Name of Company	Starting Year	Working Area	Contact
Dreamer Donkey	1997	Animation	Telephone: +8801727174563
Ogniroth	2010	Animation	Mohammadpur, Dhaka 1207
Daffodil International Professional Training Institute	1998	Training	Panthapath, Dhaka-1205
Dot3 Production(Pvt)Ltd.	2013	Video Production, 3D Modeling	Rampura, Dhaka 1219
Aava3D	2010	Animation, Motion Graphics	Mirpur, Dhaka 1216
Latitude-23	2003	Graphics, Animation, Gaming	Mahakhali New DOHS.Dhaka
Animedia Arts	N/A	Animation	Elephant Road,Dhaka-1205
Nayantara Communications	2004	Writing Audio-Visual scripts, Animations, Studio production	Banani, Dhaka-1213
SW Multimedia Ltd	2006	Web Site Design, 2D Animation	Banani, Dhaka-1213, Tel : +880 2 9884434
Sketch Studio Limited	2005	Animation, Motion Graphics	Rampura, Dhaka-1217
National Institute of Mass Communication (NIMC)	1980	Training	Darus Salam, Dhaka-1216 Contact : +880-2-803-5958
Studio CLICK.HOUSE	2007	Animation	N/A
RTC Hubs private Ltd.	2010	Animation, Game Developing	Uttara-7, Dhaka
Toon Bangla	N/A	Animation	Satmasjid Road, Dhanmondi, Dhaka
Roopokar Creative Studio	2010	Animation, Graphic design	N/A
Kento Studios LTD	2006	Animation	Uttara,Dhaka

Table 2 summarizes information that we collected from different multimedia industries. There are some institutes in Bangladesh who offer different skill development programs including certificate course, diploma, advance diploma and degree programs. Only three private institutes are offering Bachelor degree programs on multimedia technology. There is no public university that offers any degree program on animation as well as multimedia design. Table 3 is shown the details program offering institutions on animation in Bangladesh.

Table 3 Skill development institutes that offer programs

Name of the Institute	Type of Program
National Institute of Mass Communication	Diploma, Certificate
Daffodil International University	BSC in Multimedia Technology and Creative Arts
Daffodil International Professional Training Institute	Diploma, Certificate
Santo-Maria University of Creative Technology	BA in GDM, ND & HND
American International University Bangladesh	BA in Multimedia and Mass Communication

## 4. CONCLUSIONS

There was not any animation institute in Bangladesh, recently a few institutes has started to provide animation courses for producing skilled professionals. They started through the help of other countries such as India, Malaysia, Philippine, Singapore etc. Now it is developing and getting accomplishment in this field. In this research the researchers found large possibilities on business sector. We surveyed the local animation industry and elicited information from the directors. According to their opinions, this sector needs skill hands in various part of animation through training and courses. Because this is the way we can improve and empower our population in this sector. Compared to other those countries, it is noted that Bangladesh can provide low-priced of any kind of animation product. The training has already started as diploma course, certificate course, bachelor course also in a few institutes of government and private. All these courses are related to multimedia but not fully animation course. If any meaningful progress in this sector locally, Bangladesh should take the initiatives to enhance on all kind of animation oriented programs at both academic and private sector levels.

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